

Trading Pattern Before Promotions

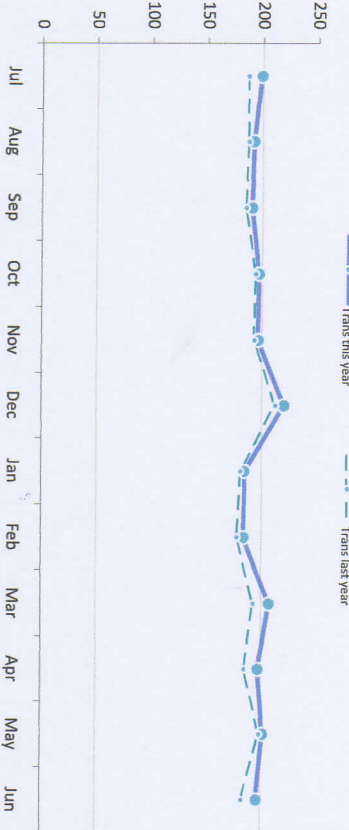
2. Monthly breakdown of spending in the Birkenhead marketplace

01 Jul 2010 to 30 Jun 2011 vs same period last year

2.1 Monthly value of SPENDING at Birkenhead merchants



2.2 Monthly TRANSACTION volumes at Birkenhead merchants



2.3 Percentage change over the same month last year



2.4 Chart Data

	Spending	Transactions
July	3.7%	6.4%
August	-1.2%	2.5%
September	2.0%	3.1%
October	-1.9%	1.5%
November	-0.4%	1.8%
December	3.3%	3.7%
January	-2.8%	2.1%
February	0.1%	3.6%
March	4.6%	7.4%
April	6.1%	6.8%
May	0.5%	1.4%
June	6.7%	7.7%
Full Year	1.7%	4.0%

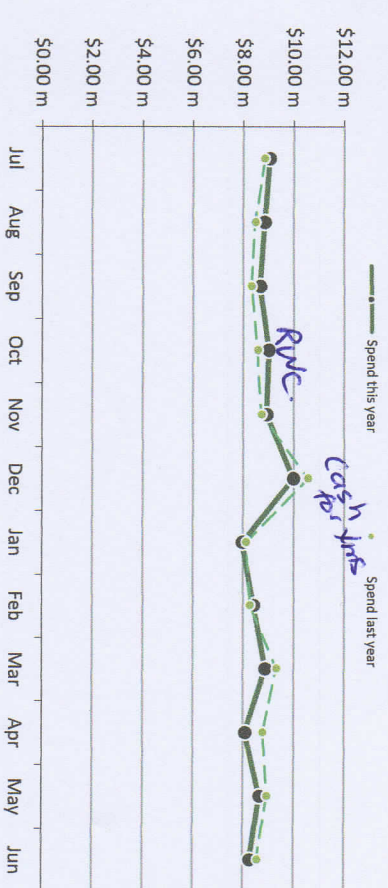
Reading these Charts

This page shows the monthly spending and transaction trends this year and last year. In the top left chart, the solid dark green line refers to monthly spending this year and the green dotted line refers to the previous year. The right-hand chart refers to monthly transaction volumes, again the solid line relates to this year and the dotted line refers to the previous year.

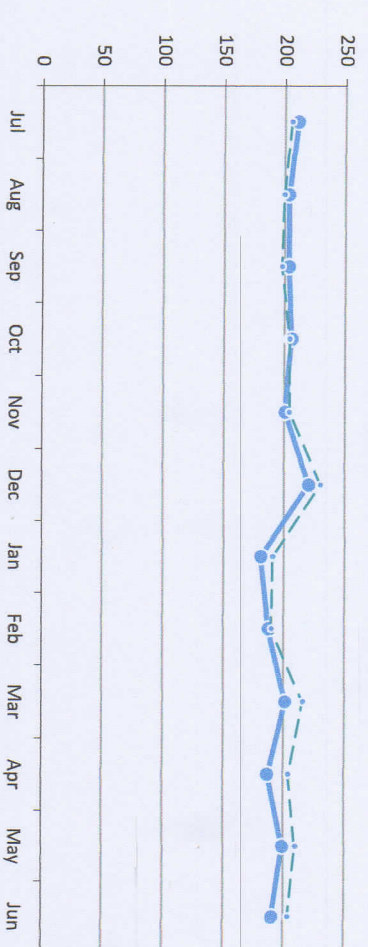
2. Monthly breakdown of spending in the Birkenhead marketplace

01 Jul 2011 to 30 Jun 2012 vs same period last year

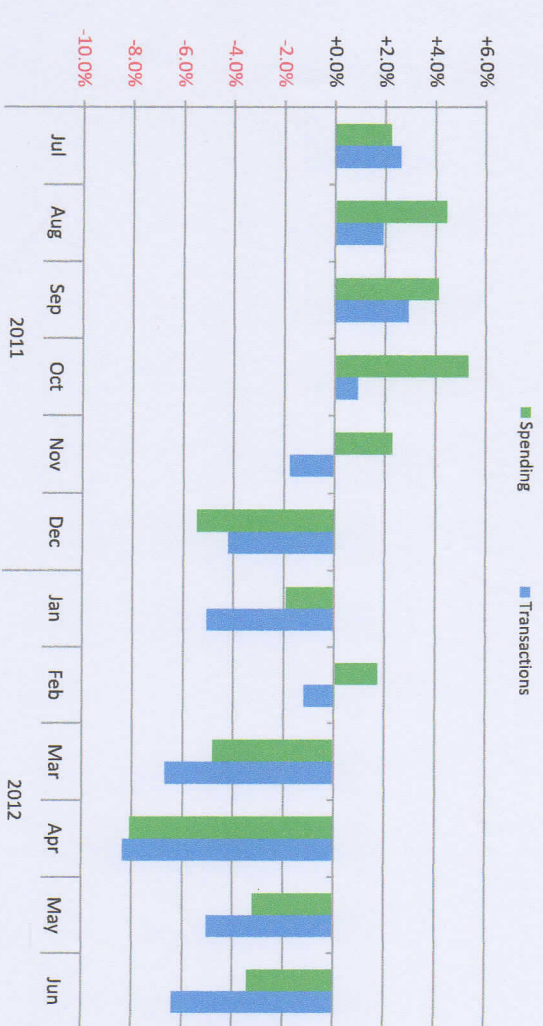
2.1 Monthly value of SPENDING at Birkenhead merchants



2.2 Monthly TRANSACTION volumes at Birkenhead merchants



2.3 Percentage change over the same month last year



2.4 Chart Data

	Spending	Transactions
July	2.3%	2.6%
August	4.4%	1.9%
September	4.1%	2.9%
October	5.3%	0.9%
November	2.3%	-1.8%
December	-5.5%	-4.2%
January	-1.9%	-5.1%
February	1.7%	-1.2%
March	-4.8%	-6.7%
April	-8.1%	-8.4%
May	-3.2%	-5.0%
June	-3.4%	-6.4%
Full Year	-0.7%	-2.6%

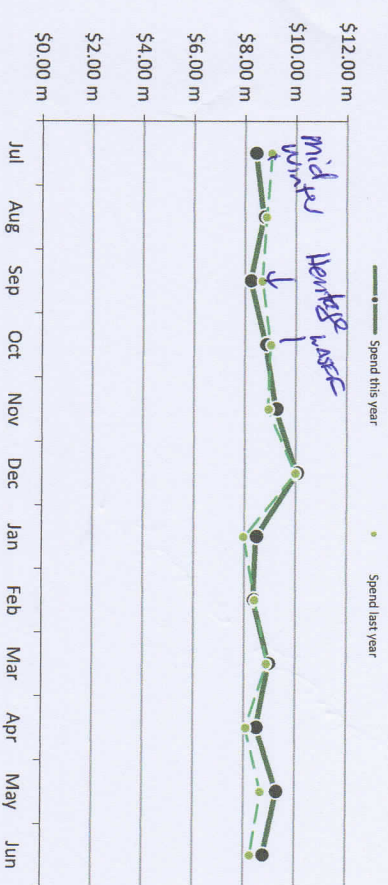
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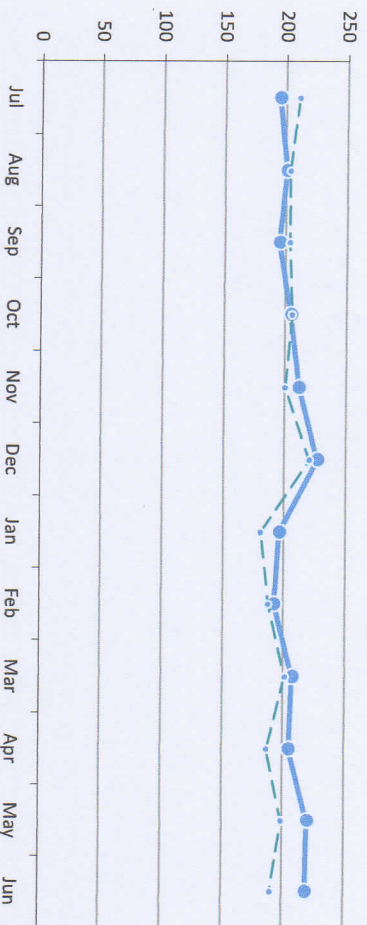
2. Monthly breakdown of spending in the Birkenhead marketplace

01 Jul 2012 to 30 Jun 2013 vs same period last year

2.1 Monthly value of SPENDING at Birkenhead merchants



2.2 Monthly TRANSACTION volumes at Birkenhead merchants



2.3 Percentage change over the same month last year



2.4 Chart Data

	Spending	Transactions	
July	-6.9%	-7.7%	<- Worst Month
August	-1.3%	-1.3%	
September	-5.3%	-4.3%	
October	-2.3%	-0.7%	
November	3.3%	5.6%	
December	0.5%	3.0%	
January	6.0%	8.3%	
February	-0.8%	2.4%	
March	0.9%	3.0%	
April	5.0%	9.6%	
May	7.1%	10.6%	
June	5.8%	15.0%	<- Best Month
Full Year	0.9%	3.4%	

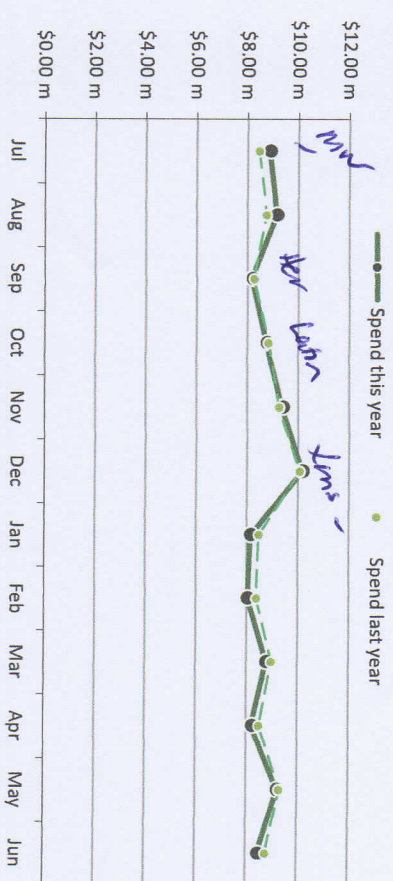
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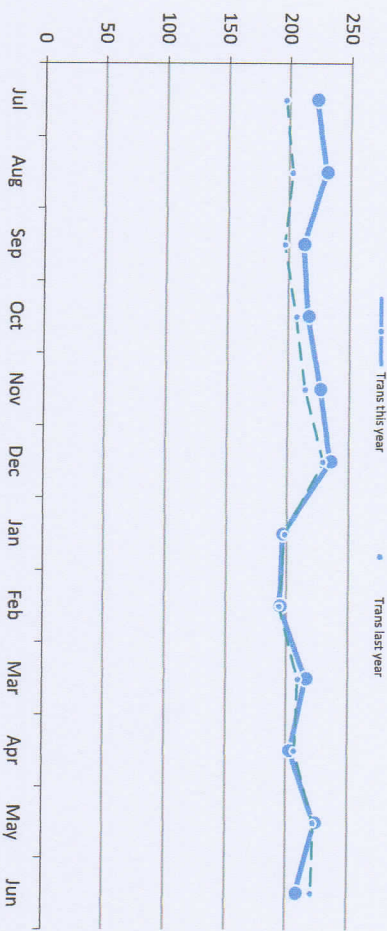
2. Monthly breakdown of spending in the Birkenhead marketplace

01 Jul 2013 to 30 Jun 2014 vs same period last year

2.1 Monthly value of SPENDING at Birkenhead merchants



2.2 Monthly TRANSACTION volumes at Birkenhead merchants



2.3 Percentage change over the same month last year



2.4 Chart Data

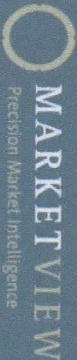
	Spending	Transactions	
July	4.9%	12.8%	<- Best Month
August	4.5%	13.6%	
September	-0.8%	7.7%	
October	-1.0%	4.8%	
November	1.2%	5.8%	
December	0.9%	2.6%	
January	-4.0%	-0.9%	
February	-4.3%	0.2%	
March	-2.4%	3.2%	
April	-3.6%	-2.0%	
May	-1.1%	0.6%	
June	-3.6%	-5.7%	
Full Year	-0.7%	3.5%	

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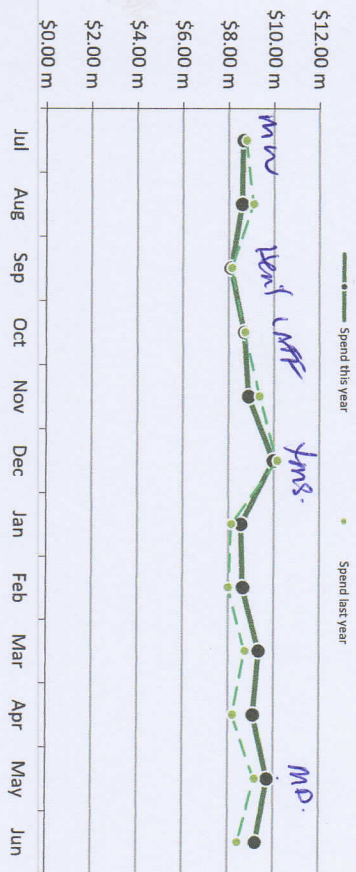


2. Monthly spending in the Birkenhead Retail Centre

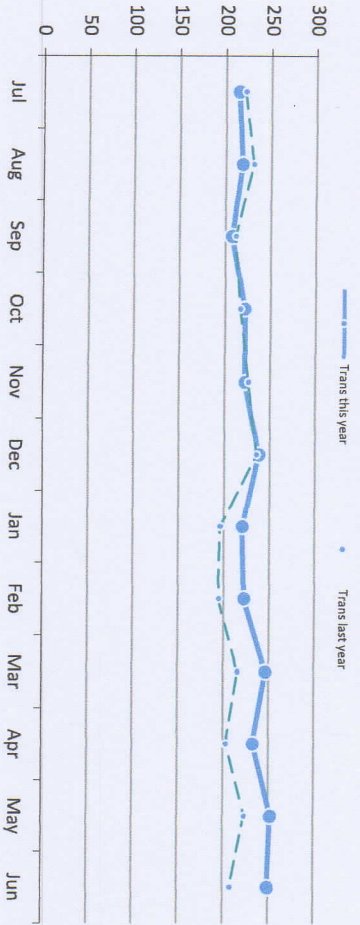


01 Jul 2014 to 30 Jun 2015 vs same period last year

2.1 Monthly value of SPENDING at Birkenhead merchants



2.2 Monthly TRANSACTION volumes at Birkenhead merchants



2.3 Percentage change over the same month last year



2.4 Chart Data

	Spending	Transactions	
July	-1.6%	-3.2%	
August	-5.4%	-5.3%	<- Worst Month
September	-0.3%	-1.9%	
October	-0.2%	2.4%	
November	-5.2%	-1.7%	
December	-1.6%	1.1%	
January	5.2%	12.3%	
February	8.0%	14.2%	
March	6.9%	14.1%	
April	11.1%	14.6%	<- Best Month
May	6.0%	12.9%	
June	9.3%	19.6%	
Full Year	2.5%	6.3%	

Reading these Charts

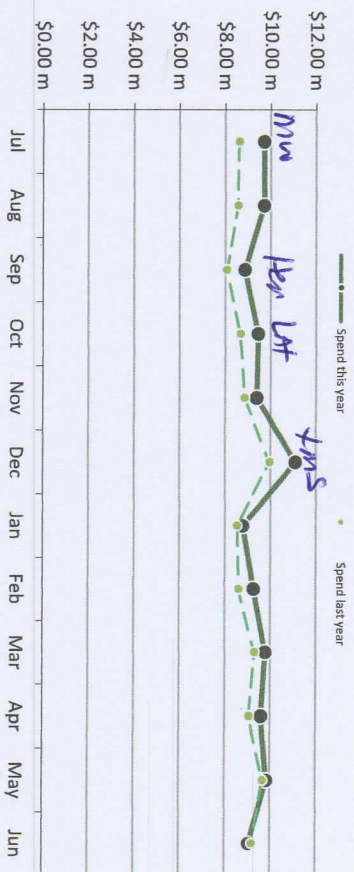
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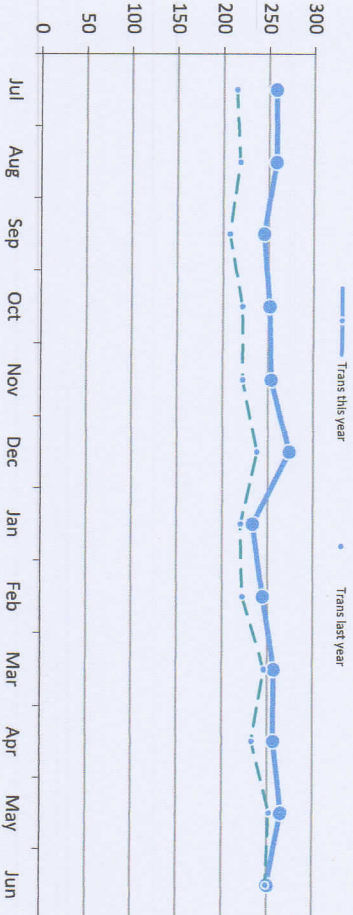
2. Monthly spending in the Birkenhead Retail Centre

01 Jul 2015 to 30 Jun 2016 vs same period last year

2.1 Monthly value of SPENDING at Birkenhead merchants



2.2 Monthly TRANSACTION volumes at Birkenhead merchants



2.3 Percentage change over the same month last year



2.4 Chart Data

	Spending	Transactions	
July	12.7%	20.4%	
August	13.5%	18.4%	<- Best Month
September	9.7%	18.2%	
October	8.9%	13.5%	
November	6.1%	14.2%	
December	11.5%	15.2%	
January	3.1%	5.9%	
February	7.6%	10.1%	
March	5.2%	4.4%	
April	5.9%	10.4%	
May	1.7%	5.1%	
June	-1.3%	0.5%	<- Worst Month
Full Year	7.0%	11.1%	

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